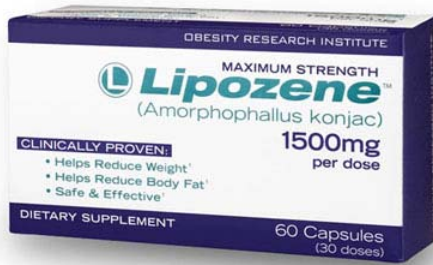




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Your source for unbiased supplement reviews



What is Lipozene?

Lipozene is sold by The Obesity Research Institute LLC. Their main market push is through a TV infomercial where they caution you that you should only take Lipozene if you want to “lose pounds of body fat” (the condescension of that statement blew me away).

Lipozene contains glucomannan as its active ingredient. Glucomannan may hinder the absorption of certain nutrients (it’s supposed to just hinder fat intake), so if you do take Lipozene, you’ll want to take a high-quality multi-vitamin as well.

Glucomannan was shown in a study to reduce weight when the subject also limited their calorie intake. So...what do you think really caused the weight loss, the active ingredient, or the reduced calories?

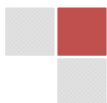
Lipozene Claims

Lipozene claims that 78% of weight loss is body fat. What they also tell you with indecipherable text at the bottom of their commercial (which text is completely unreadable in the video on their website) is that subjects lost 3.85 pounds over eight weeks. 78% of 3.85 pounds is 3 pounds even. So Lipozene is really excited about the fact that subjects lost less than a half pound of fat *per week*?

While Lipozene doesn’t make the claim of being a prescription drug, they are pretty tricky with their packaging, making it look like a prescription drug as best they can.

Multiple times on their website, Lipozene mentions, “based on clinical studies” but they never give a reference to these studies, where a consumer could read them and interpret the data on their own. While these studies may exist, their ability to substantiate Lipozene’s weight loss claims are significantly mitigated when their availability is in question.

While the offer of a 30-day money back guarantee looks good at first pass, a bit further reading reveals that in order for a return to be processed, you must receive a return authorization number from Lipozene. This requires that you call a customer service number. It would be nice if they allowed for email communication since email is, eh, pretty useful.



Handout courtesy of www.CoreEssentials.biz |

Lipozene Consumer Review

Value: When you consider that a good amount of fiber comes very cheap at the grocery store (and fiber is all you're getting with Lipozene), Lipozene is not a good value at all.

Customer Feedback: Customers are required to navigate several upsells, and if they don't do so successfully, they'll be set up with an autoship program. This has been the biggest feedback from customers that we could find – not that autoshipping is necessarily bad, but when you didn't know you were getting it? That's pretty lame.

Company Reputation: The company reputation has definitely been put into question, especially regarding the action taken by the FTC regarding their claims made on television.

Lipozene Positives

Lipozene, because it's a fiber pill, is safe to take (just don't stray too far from a bathroom if you're just starting out).

Lipozene Negatives

Difficult refund procedures, automatic autoship signup, marketing tactics in question by the FTC, nothing but fiber in the pill.

Lipozene Conclusion

Based on our research, we strongly recommend you steer clear of Lipozene. For that matter, steer clear of the entire Obesity Research Institute LLC organization.

If you are interested in tossing your money away, you can buy Lipotrash on [eBay](#) and you can check [Amazon](#), but I think they stopped allowing people to sell Lipozene. They didn't want any association with the company.

Source: <http://www.researchdietpills.com/review/lipozene-review/>

